

FIG. 1

III

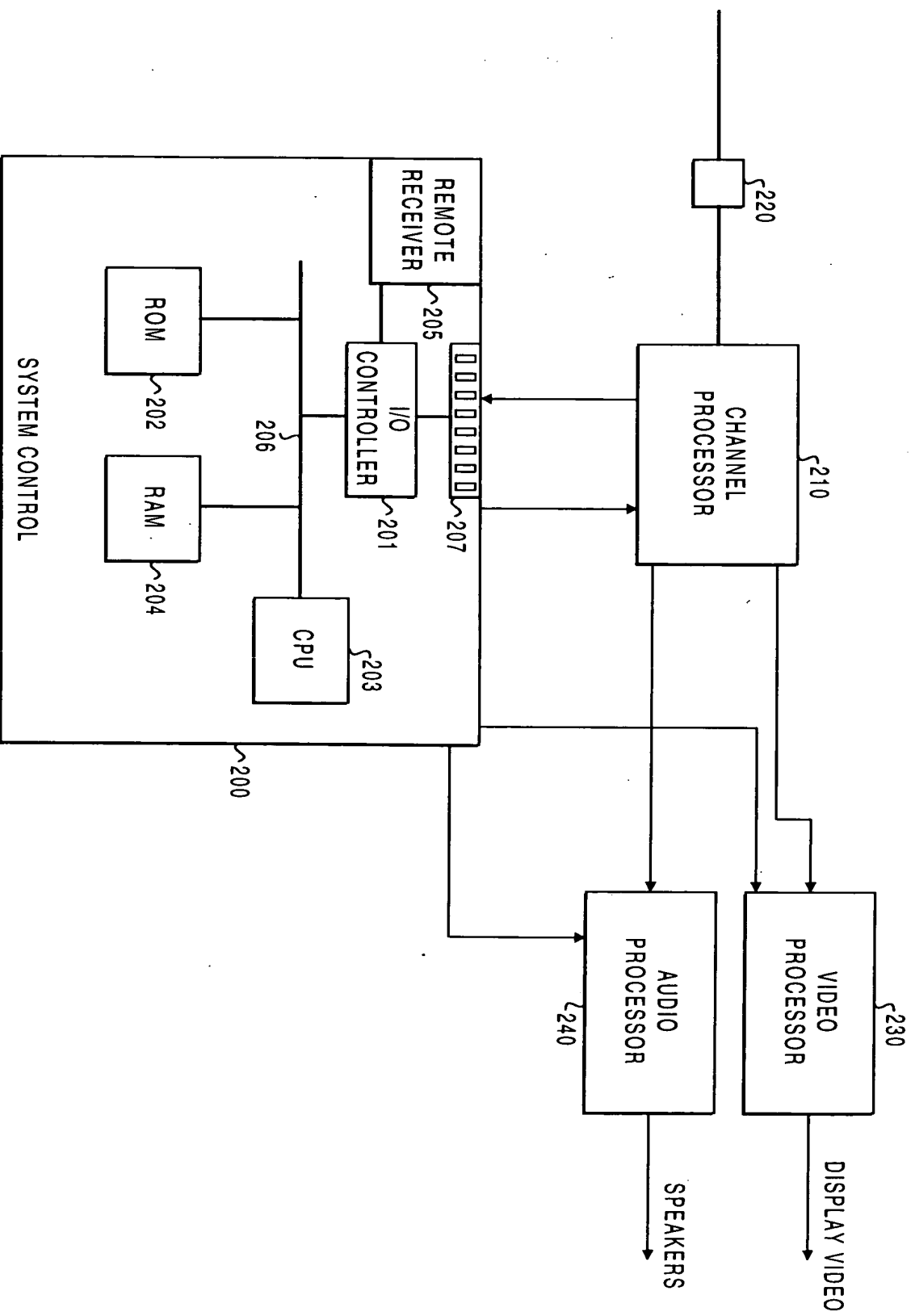


FIG. 2

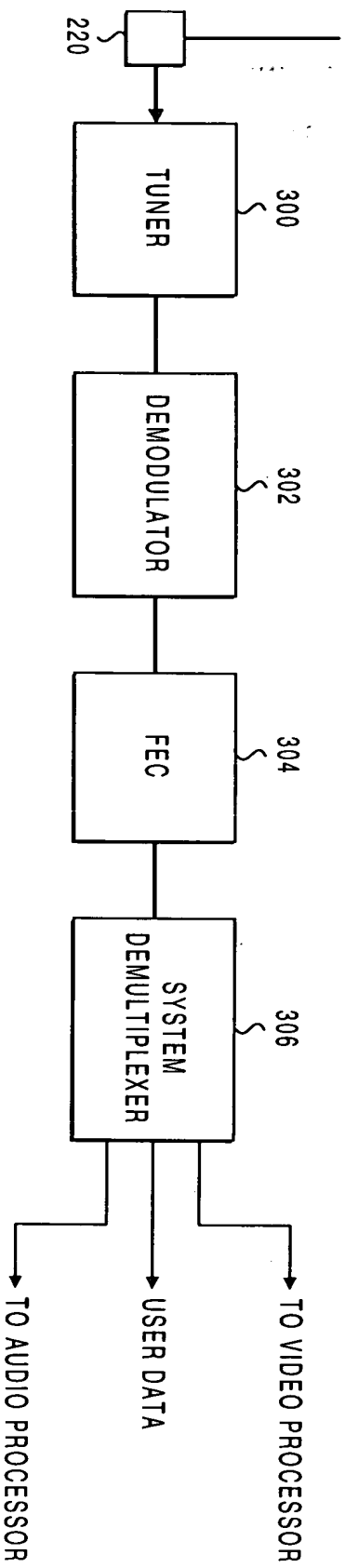


FIG. 3

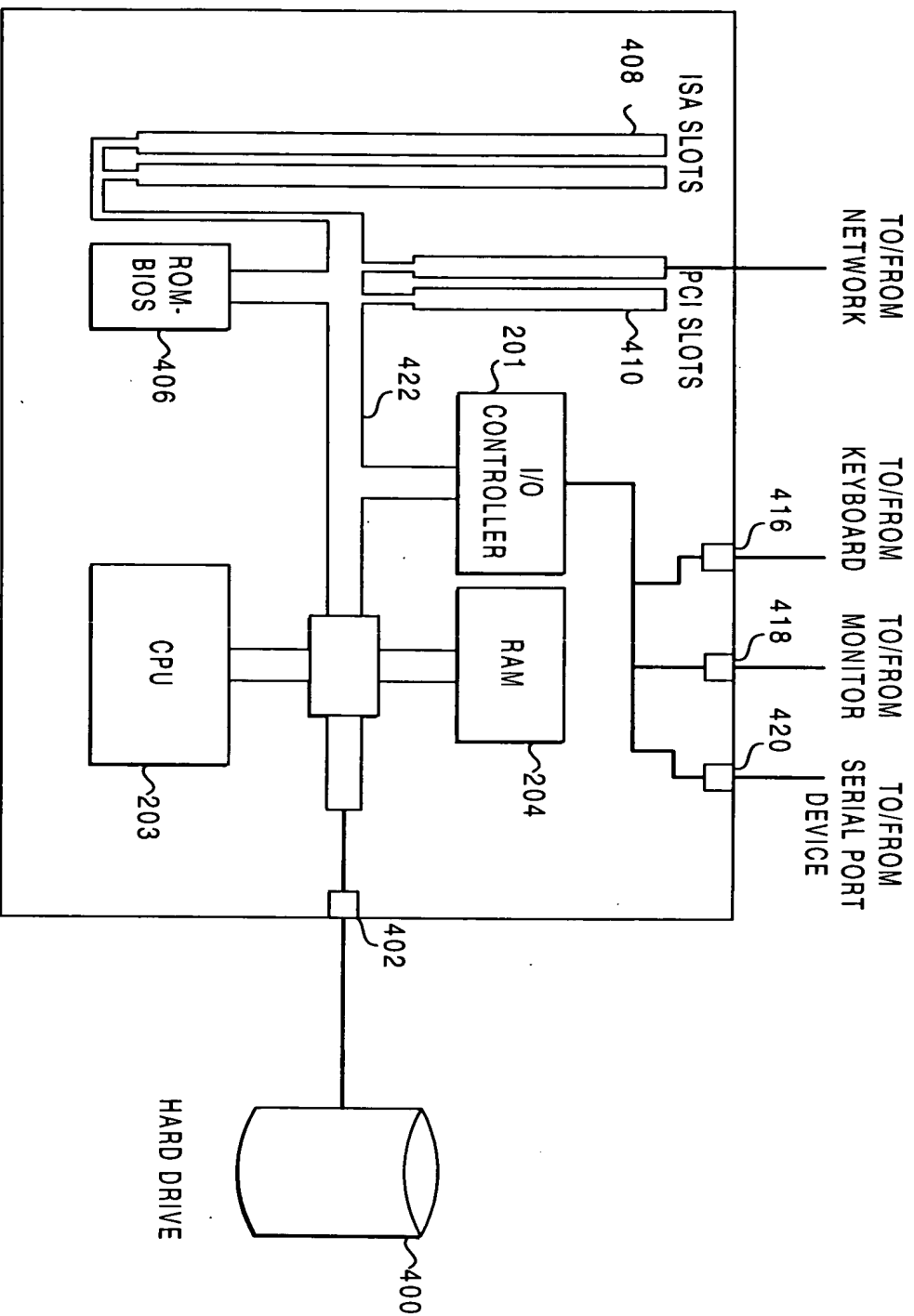


FIG. 4

VOLUME/ON/OFF

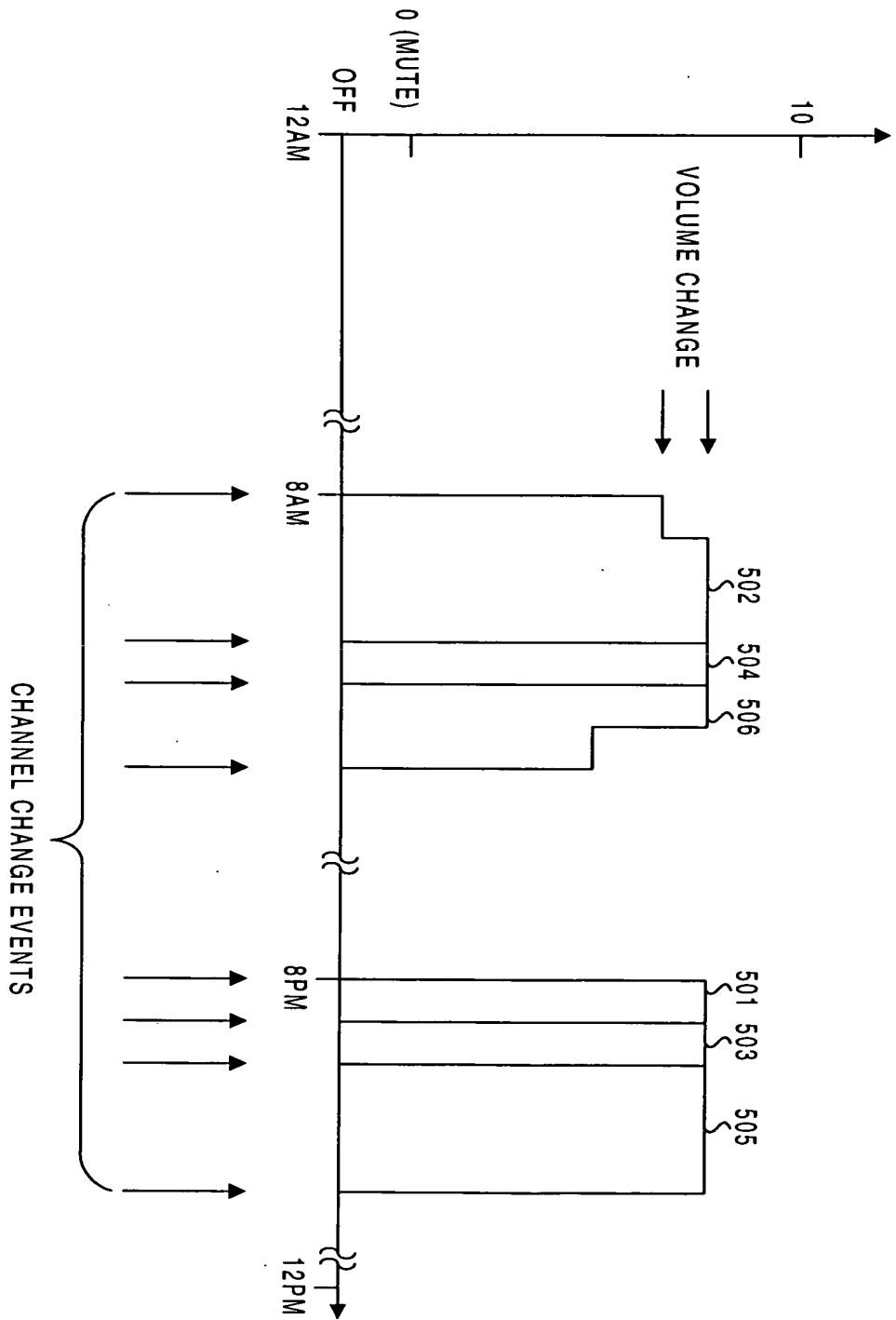


FIG. 5

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602		604		603		601	
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME				
08:01:25AM	06	"MORNING TV"	5/10				
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10				
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10				
⋮							
06:11:25PM	09	"SEINFELD"	5/10				
06:15:23PM	09	"ADVERTISING"	5/10				
06:17:25PM	09	"SEINFELD"	5/10				
06:28:10PM	09	"ADVERTISING"	5/10				
06:30:07PM	52	"LIVING SINGLE"	5/10				
⋮							

FIG. 6

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700			
TIME OF DAY		702	704
		MINUTES WATCHED	CHANNEL CHANGES
			AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2
MID-DAY	(9AM-3PM)	0	0
AFTERNOON	(3PM-6PM)	0	0
NIGHT	(6PM-10PM)	122	4
LATE NIGHT	(12AM-6AM)	0	0
TOTAL		183	6
			5.7/10

FIG. 7

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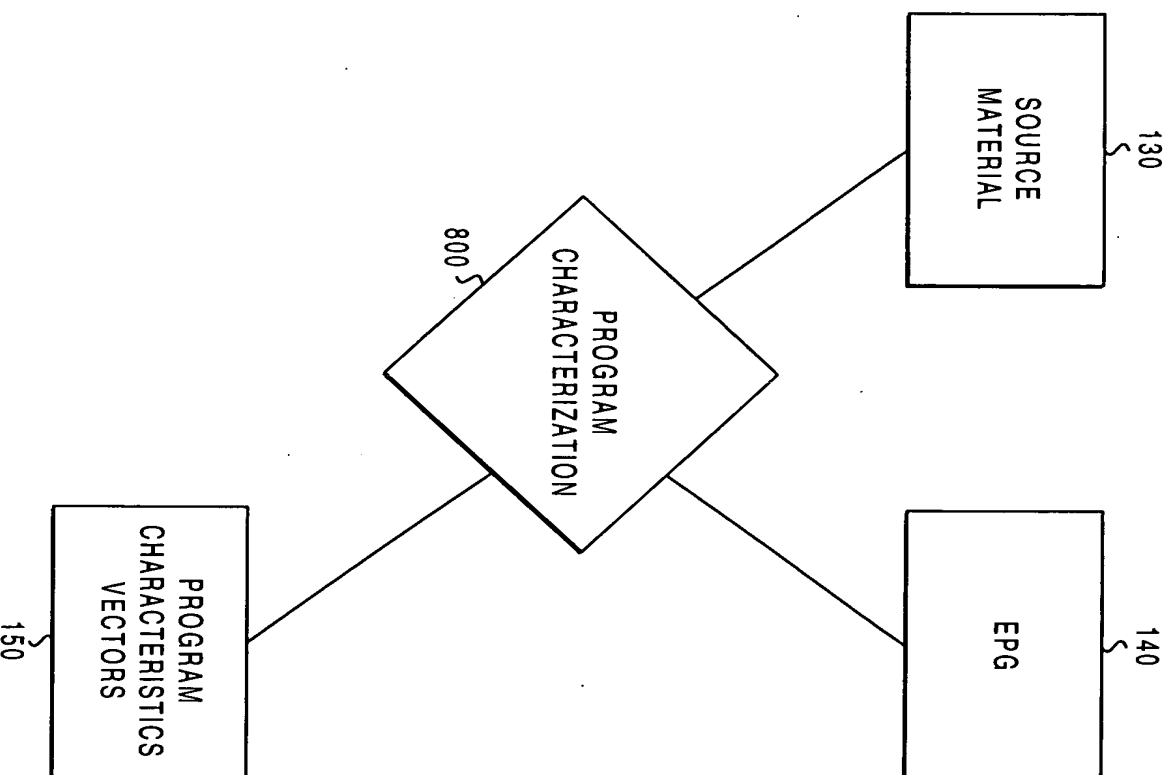


FIG. 8A

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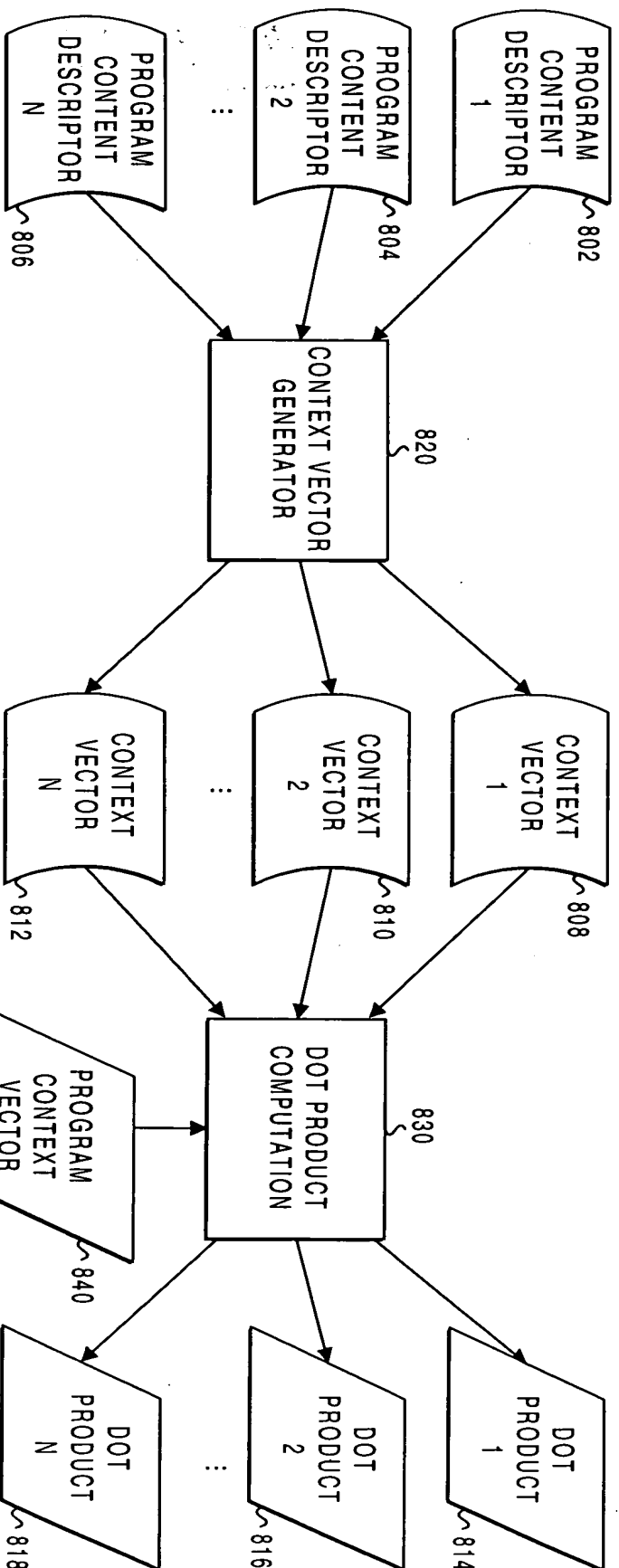


FIG. 8B

FIG. 9C

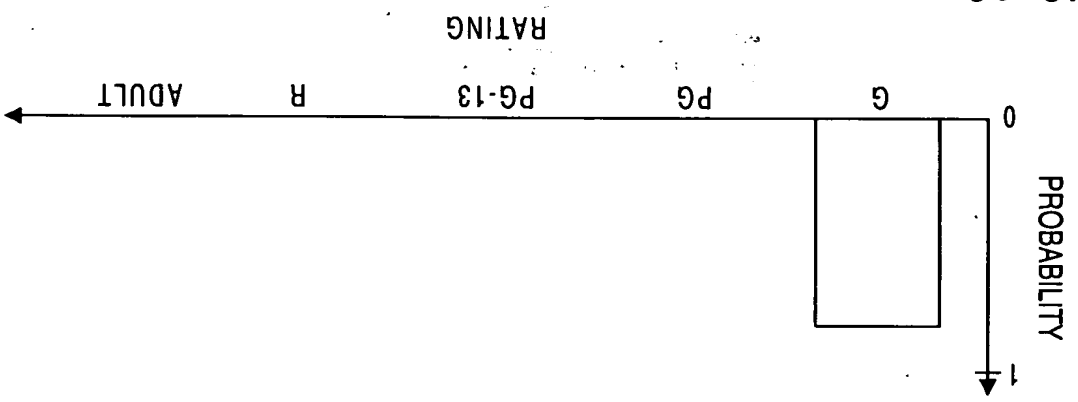


FIG. 9B

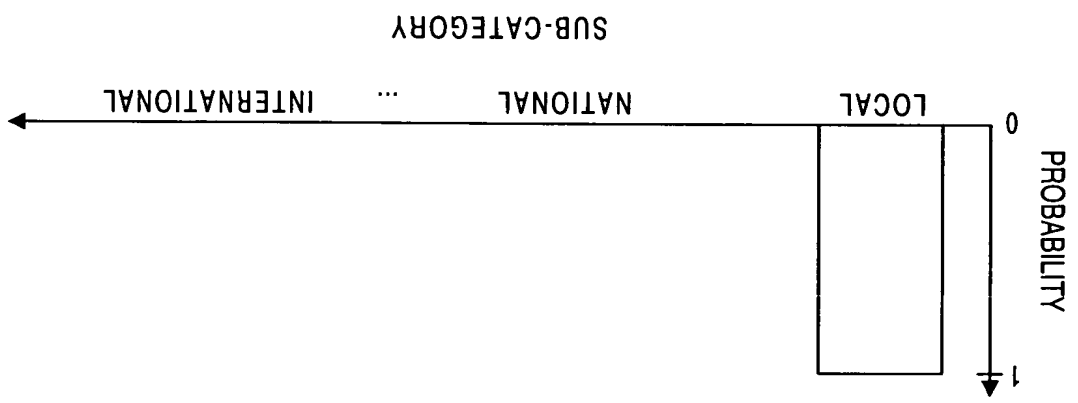
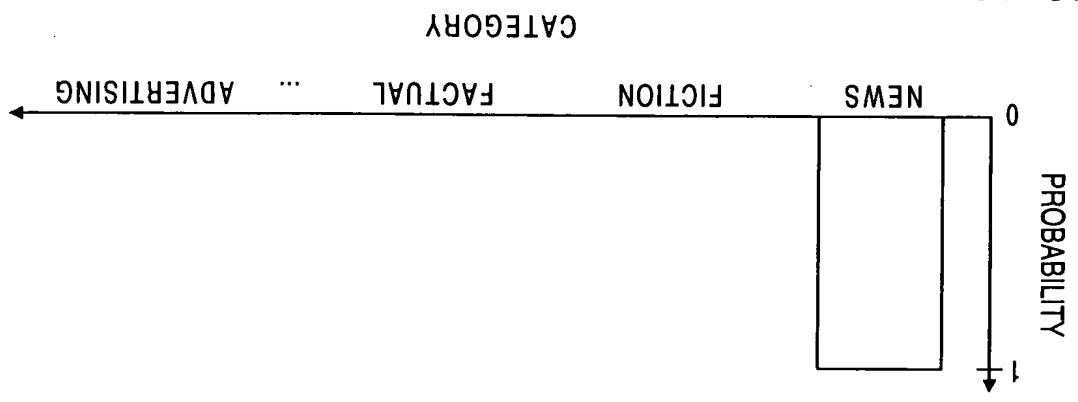


FIG. 9A



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FIG. 9F

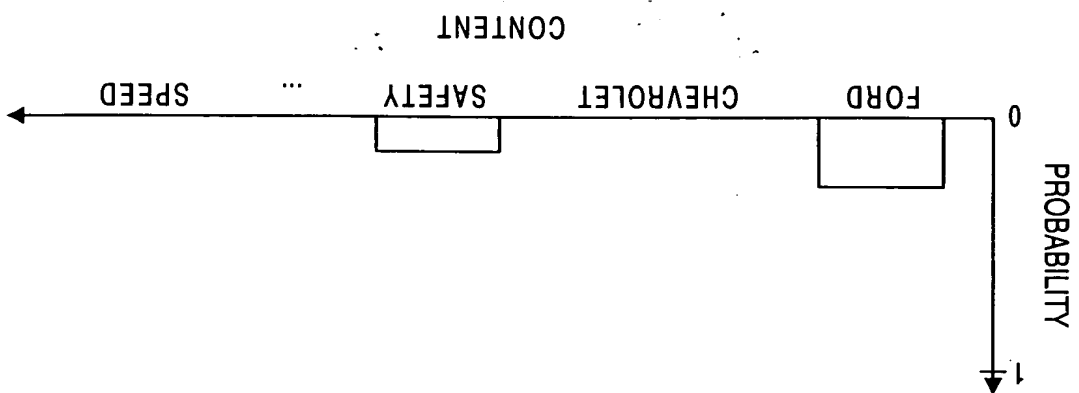


FIG. 9E

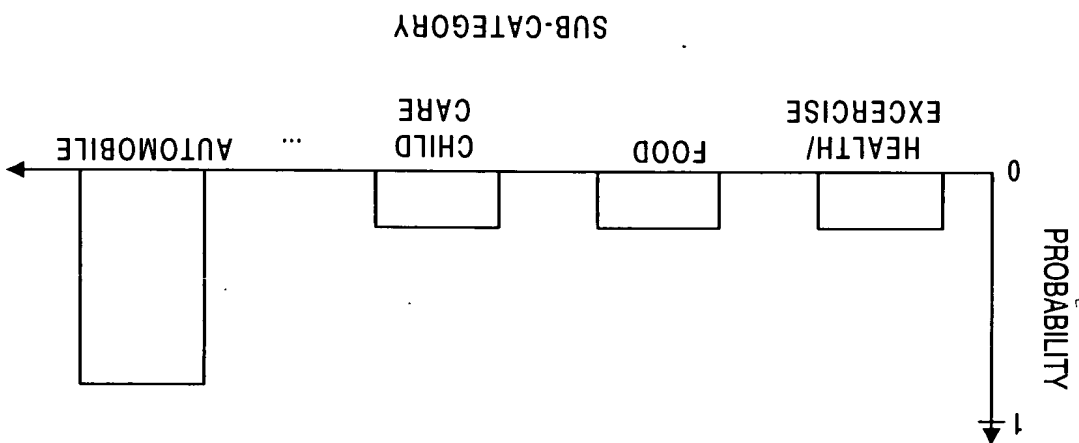
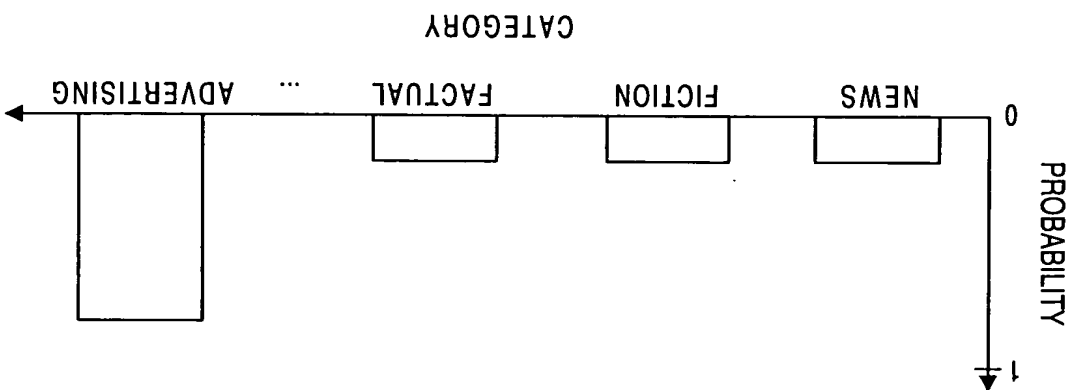


FIG. 9D



1030
YOUNG MEN CHANGE CHANNELS
MORE OFTEN THAN YOUNG
WOMEN.

1050
SOAP OPERA "DAYS OF OUR LIVES"
WATCHED GENERALLY BY
HOUSEWIVES.

1010

ANNUAL HOUSEHOLD INCOME	ZAPS ONCE EVERY
<\$15,000	6 MINUTES, 15 SECONDS
\$15-\$24,999	4 MINUTES, 10 SECONDS
\$25-\$49,999	3 MINUTES, 27 SECONDS
\$50-\$74,999	3 MINUTES, 7 SECONDS
\$75,000+	2 MINUTES, 42 SECONDS

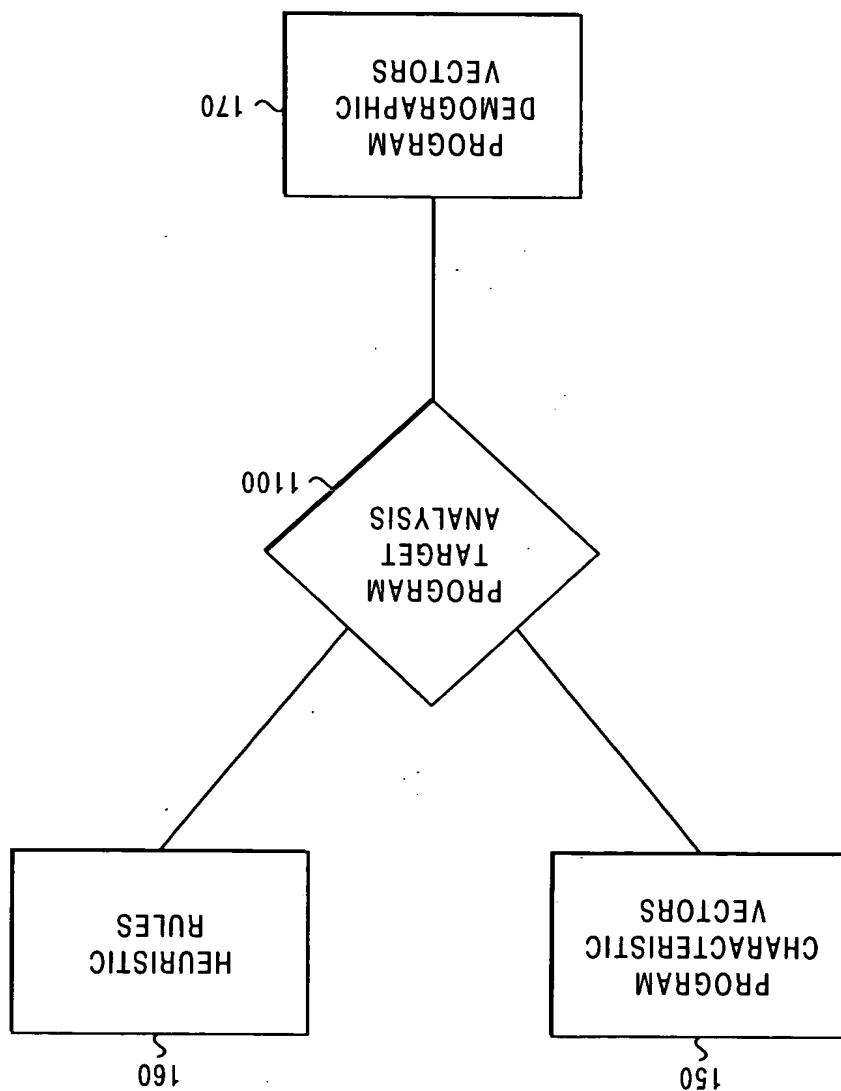
HEURISTIC RULES

FIG. 10A

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DEMOGRAPHIC GROUPS												
AGE				INCOME				SIZE			GENDER	
0-10 10-18 ... >70				0-20K 20-50K ... 50-100K				1 2 ... >5			M F	
				</								

FIG. 11



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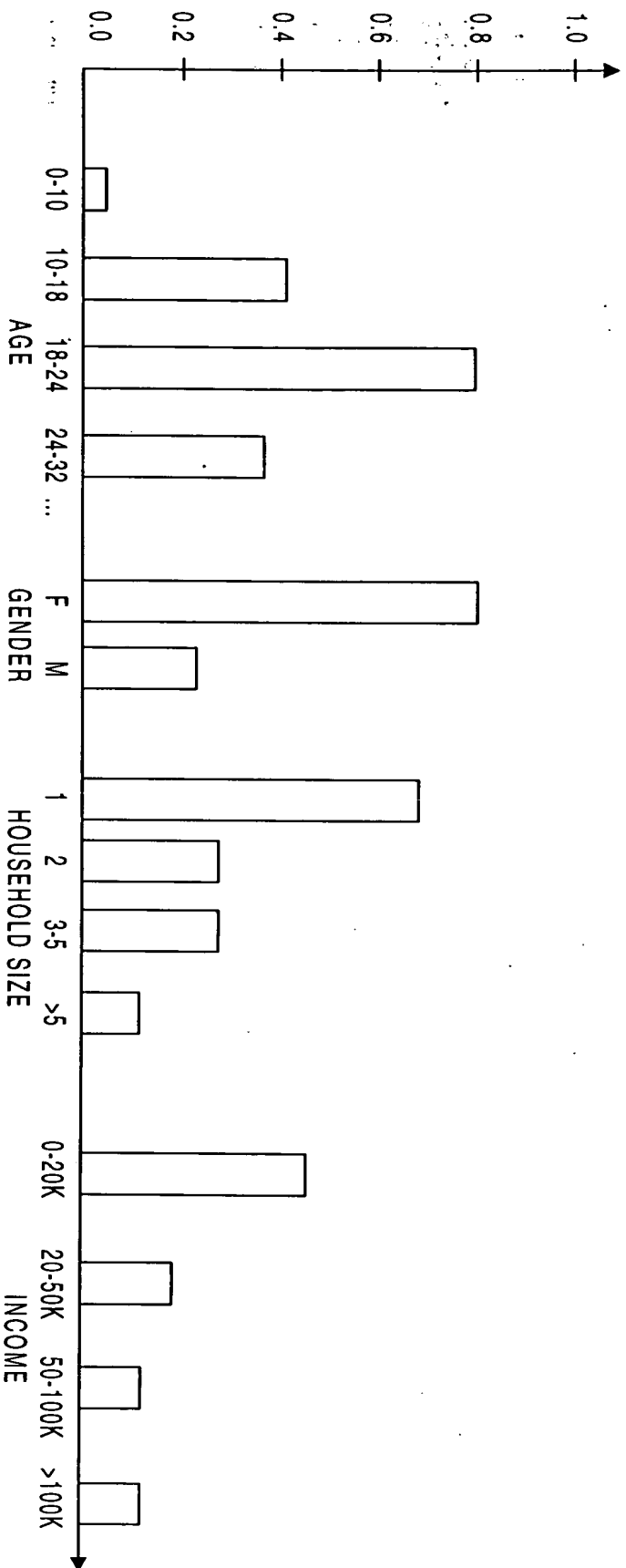
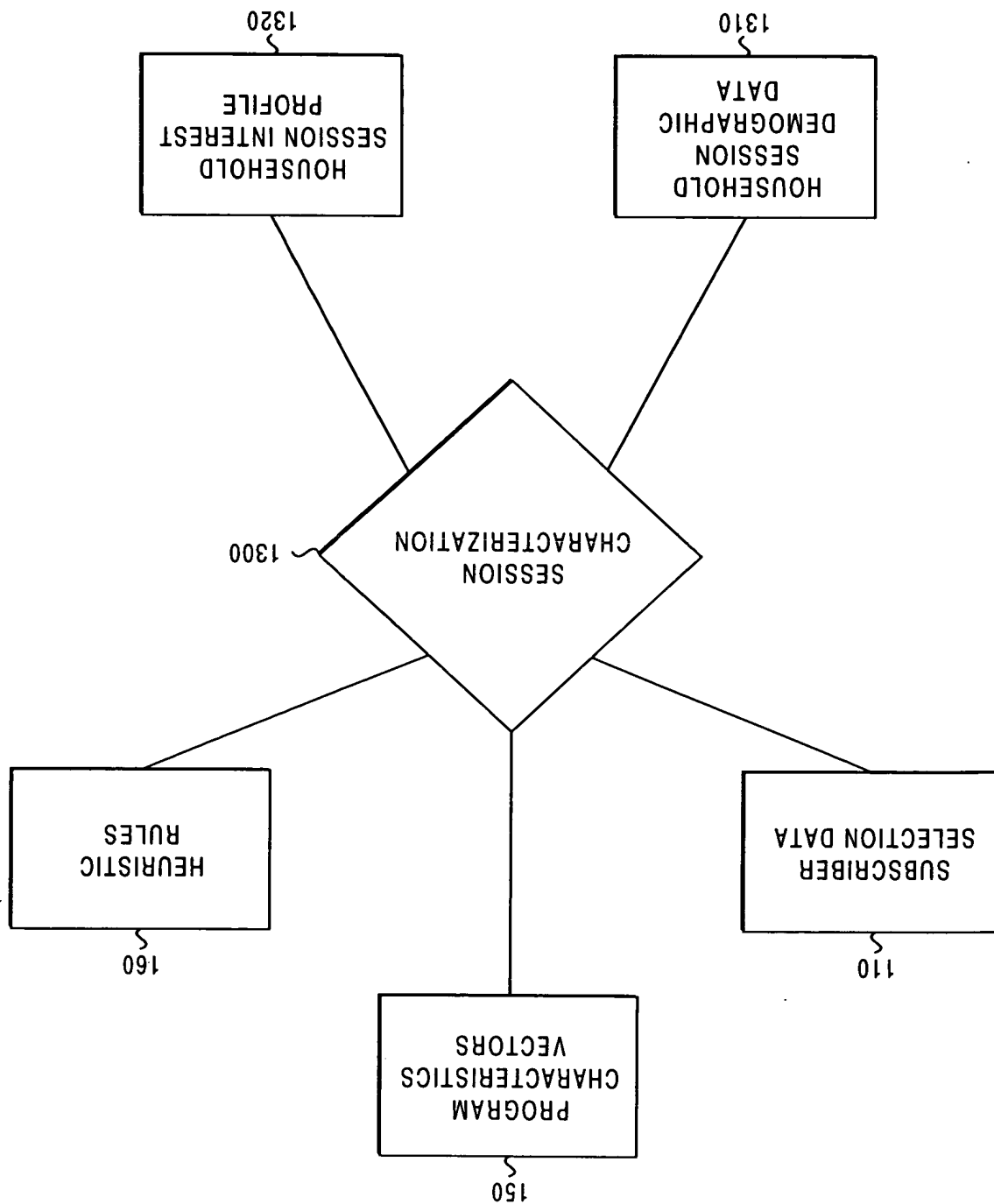


FIG. 12

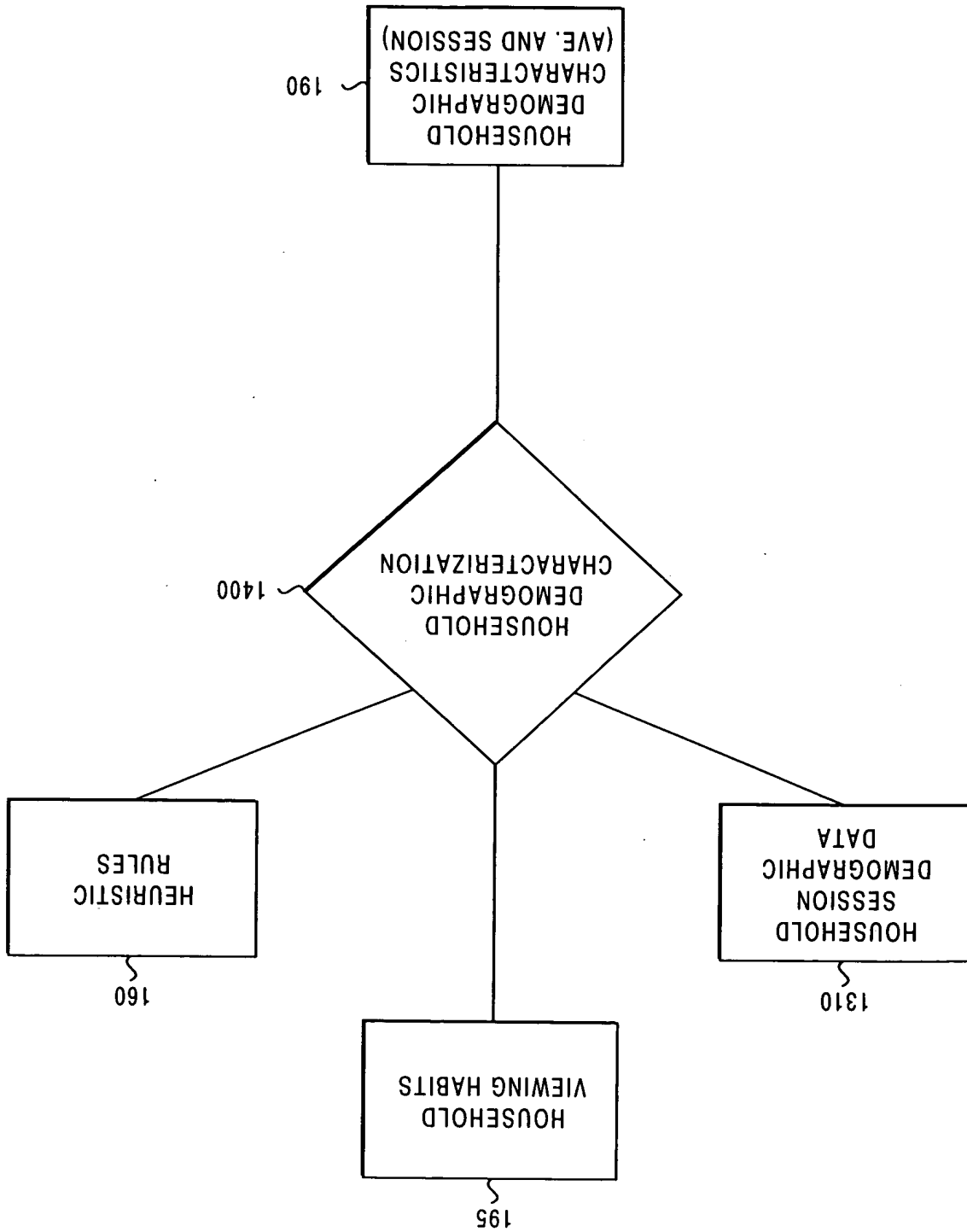
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FIG. 13



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FIG. 14



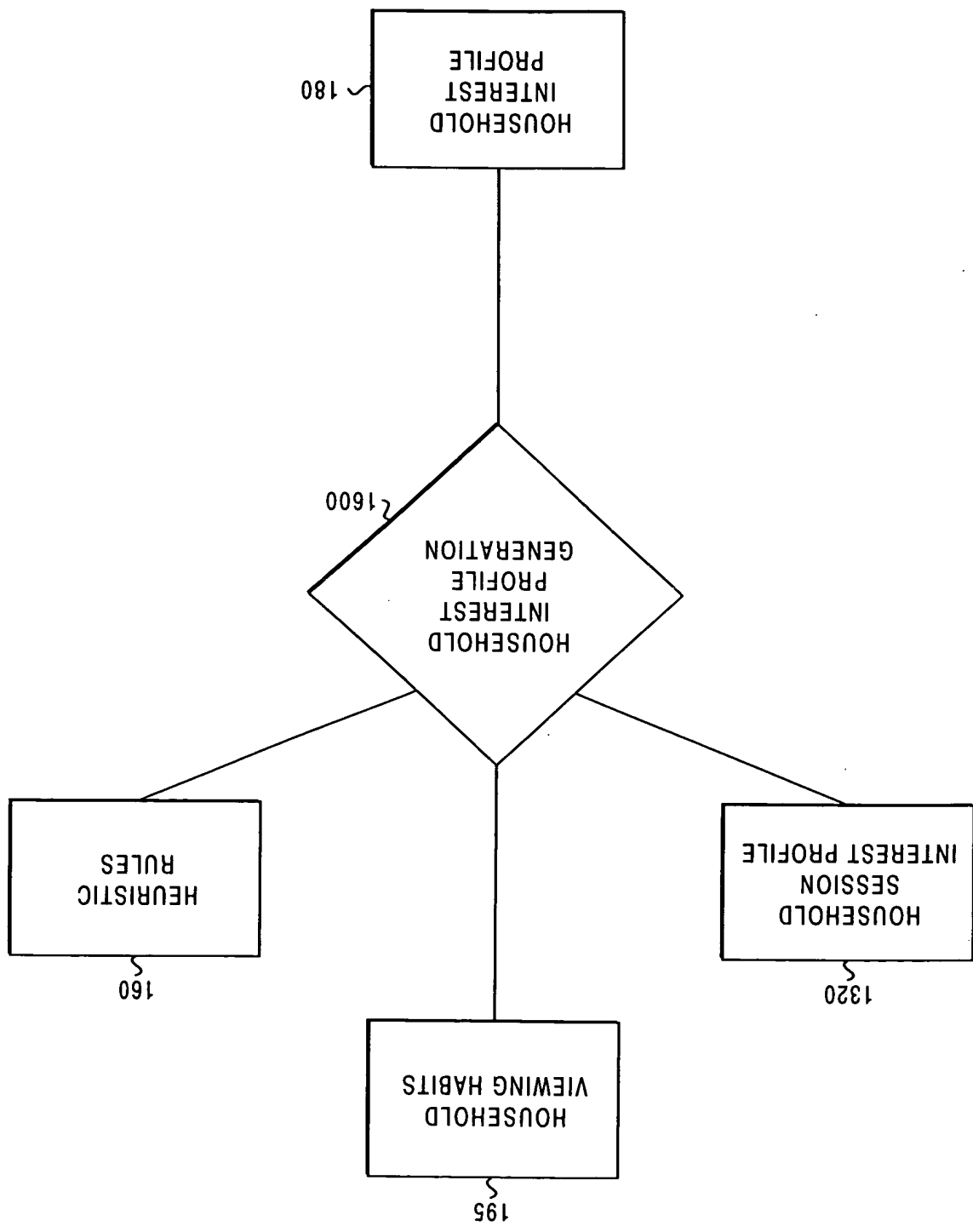
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FIG. 15

1501	HOUSEHOLD PARAMETER	SIZE AGE SEX (FEMALE=1) INCOME (\$0-\$20K) INCOME (\$20-\$50K) INCOME (\$50-\$100K) INCOME (>\$100K) ZIP CODE TELEPHONE NUMBER	2.6 23.5 0.6 0.1 0.6 0.1 0.7 0.1 0.1 0.1	3.0 12 0.7 0.1 0.7 0.1 0.1 0.1 0.1 0.1	YES YES YES YES YES YES YES YES NO NO NO
1505	AVERAGE VALUE				
1503	SESSION VALUE				
1507	UPDATE?				

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FIG. 16



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FIG. 17

PRODUCTS	HEALTH/EXERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0 0.1	0.2 0.4 0.1 0.1 0.2
PROGRAMMING	DRAMA ROMANCE ACTION SITCOM : SPORTS	0.1 0.1 0.6 0.2 0	0.20 0.20 0.25 0.30 0.05
HOUSEHOLD INTEREST		AVERAGE VALUE	SESSION VALUE
1701	1703	1705	

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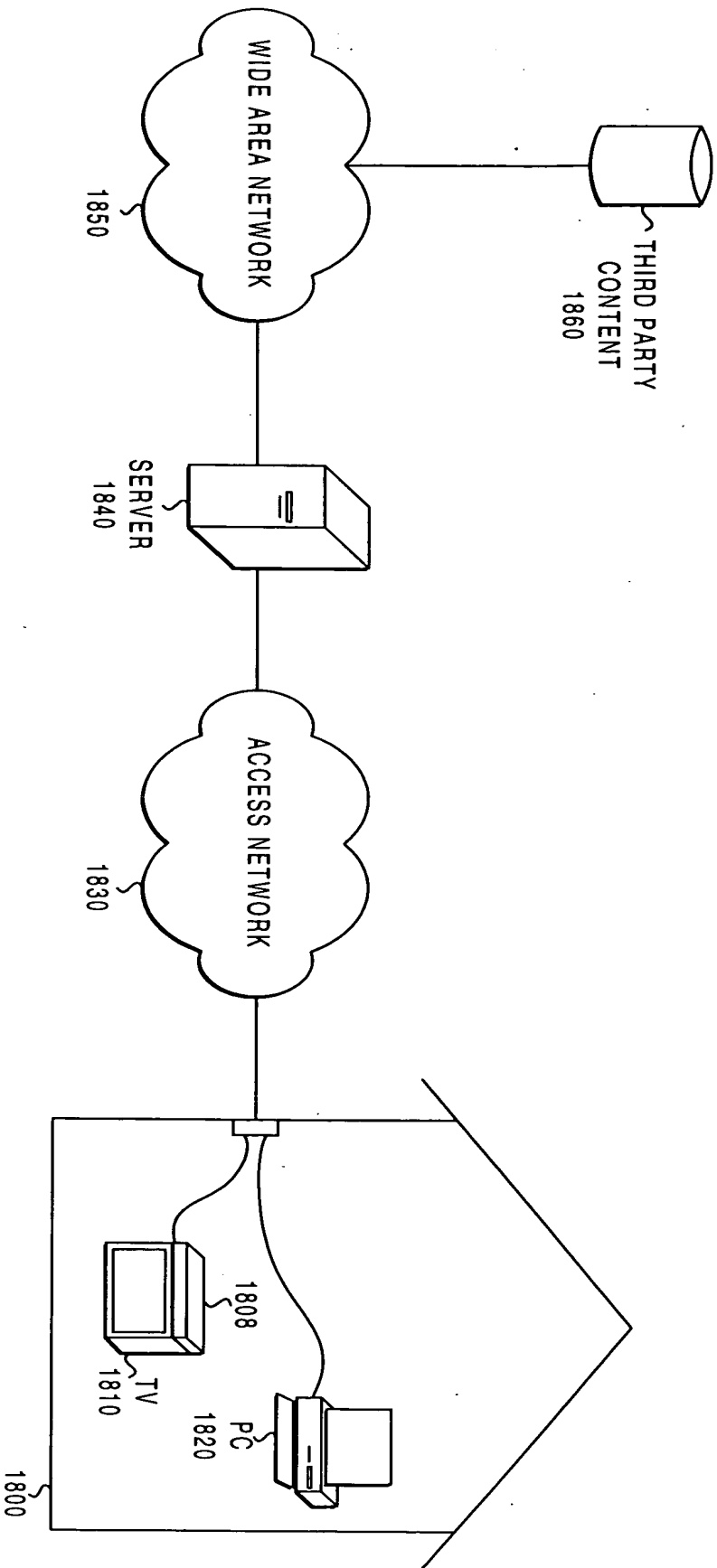


FIG. 18